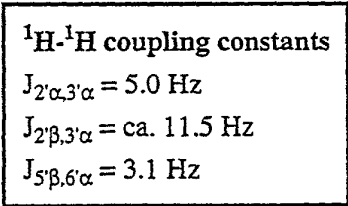
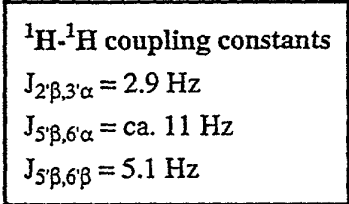


[illegible]

Configurations and preferred conformations of 4'-ethylidene compounds **16** and **17** were determined by analysis of their  $^1\text{H}$  NMR spectra and  $^1\text{H}$  NOE difference spectroscopy experiments

Figure 3

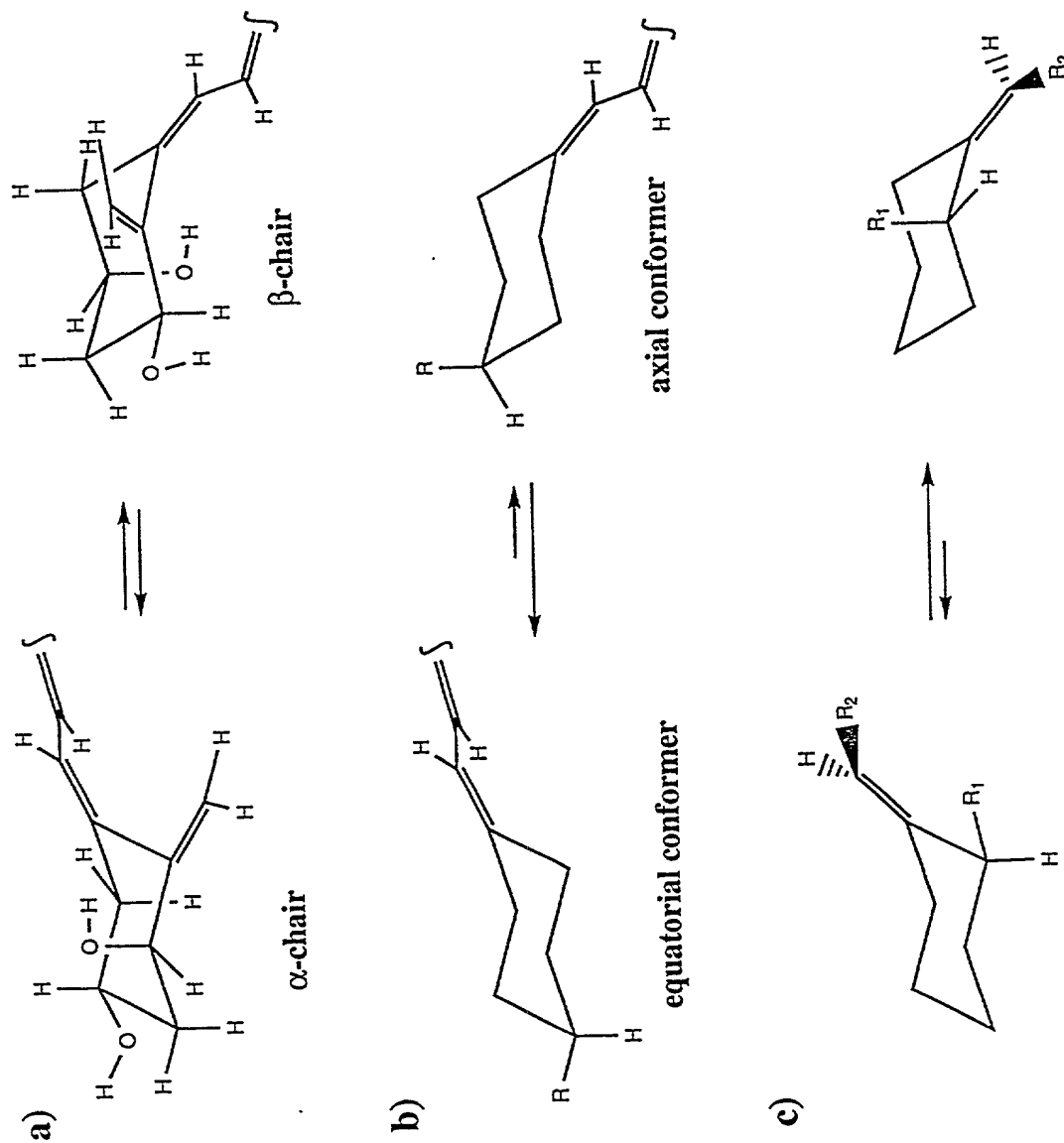


Figure 4

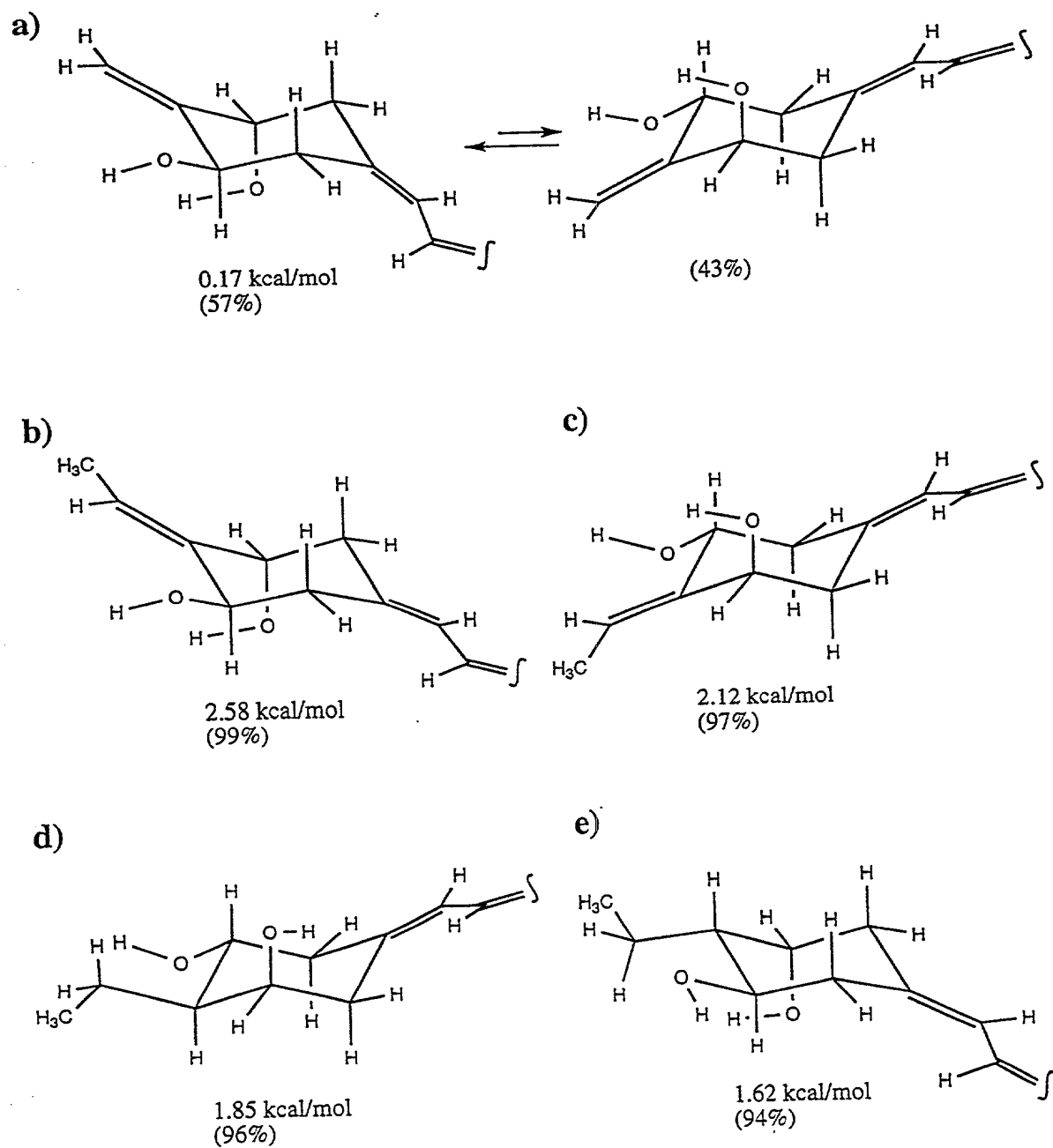


Figure 5 a)

Competitive Binding Assay - VDR

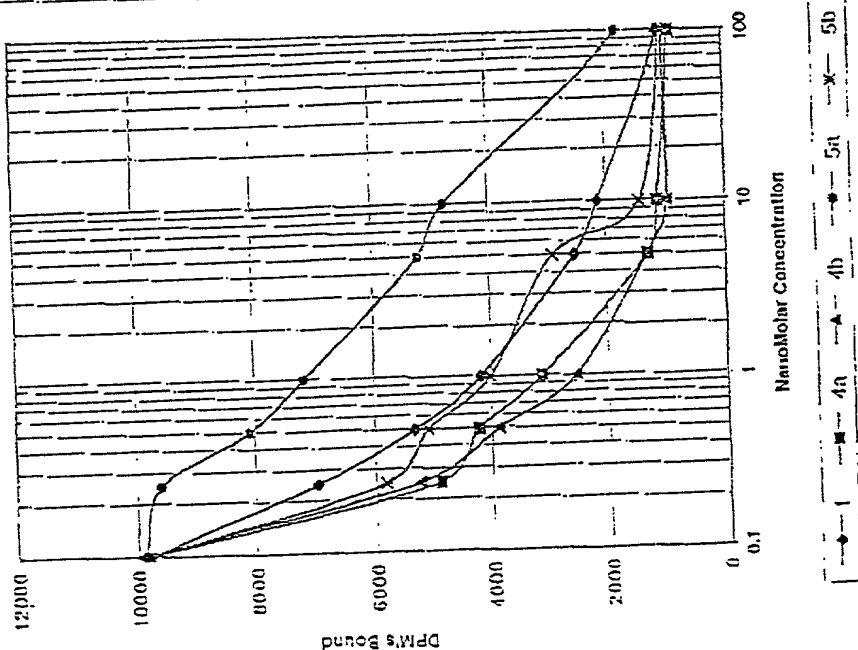


Figure 5 b)

Competitive Binding Assay - VDR

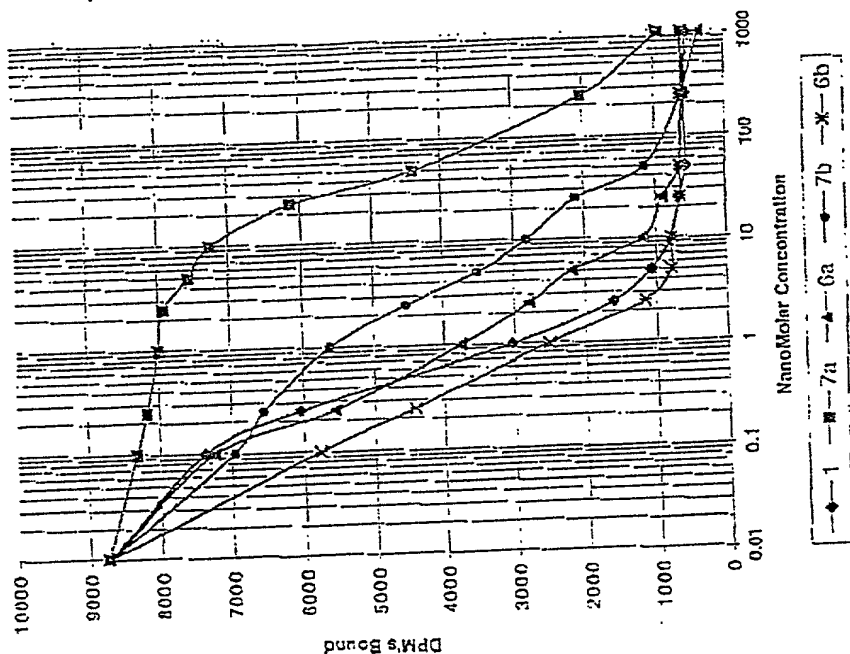


Figure 6 a)

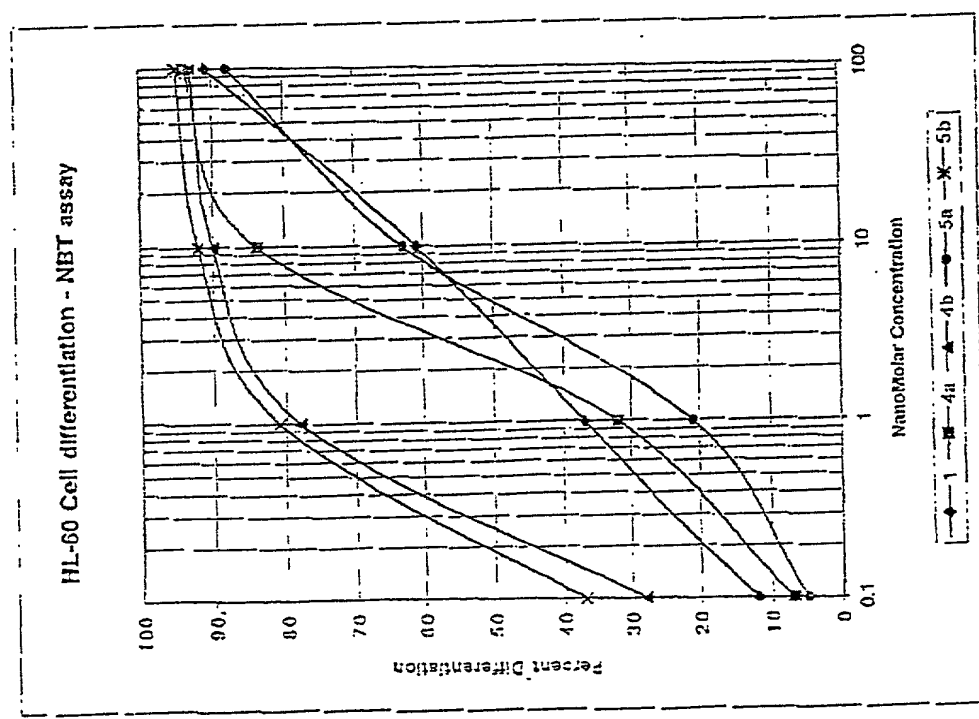


Figure 6 b)

